

Appln No. 09/693,415  
Amdt. Dated August 10, 2004  
Response to Office action of June 15, 2004

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### REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated June 15, 2004.

#### AMENDMENTS

Claims 1 and 9 have been amended to specify that the printed form has coded data in addition to user requested information and advertising material printed thereon. Furthermore, claims 1 and 9 specify that the user requested information, the advertising material and the coded data are printed simultaneously.

Basis for these amendments can be found in original dependent claims 4, 5, 12 and 13.

#### CLAIM REJECTIONS - 35 USC § 103

The Applicant contests the Examiner's assertion that claim 1 of the present application is obvious from Markowitz (US 5,513,254) in view of Dymetman *et al.* (US 6,330,976).

The document produced according to the method of the present invention is printed with user requested information, advertising material and coded data *simultaneously*. Simultaneous printing of both coded data (*e.g.* invisible IR coded data) and standard text/graphics may be achieved using, for example, a netpage printer which is described at page 5, lines 22-28 of the present description and, in more detail, in the relevant cross-referenced International patent applications PCT/AU00/00561 and PCT/AU00/01281.

This simultaneous printing of both coded data and standard text/graphics allows the generation of interactive documents on demand by the user from standard blank office paper. The user is not required to use specialist paper in order to produce interactive documents, which may be sensed by a sensing device.

By contrast, Dymetman relies on a coded substrate supplier supplying specialized coded sheets. These coded sheets must be purchased from the specialist supplier and then *subsequently* printed with, for example, user information. The Examiner's attention is particularly drawn to column 11, lines 55-65 of Dymetman, where it is stated:

*A coded substrate supplier could produce sheets of paper in different formats for different uses by the publishing industry. Each sheet can be processed through a specialized printing procedure which (1) assigns a fresh page-identifier (and possibly page-id-code) to the sheet, and (2) prints in UV ink machine-readable markings encoding the page-identifier (and possibly page-id-code) on the surface of the sheet.*

*A publisher can buy these apparently uniformly white sheets and can print visible markings on them using standard ink.*

Clearly, Dymetman does not contemplate generation of interactive documents by printing coded data and user requested information *simultaneously*.

The Applicant has developed a system, which allows interactive documents to be produced on demand from standard blank office paper. This offers significant advantages over the system described in Dymetman – chiefly, that users of the system are not required to

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purchase coded paper "blanks" from a specialist supplier and then subsequently overprint with standard text/graphics.

These advantages of simultaneously printing coded data together with standard text/graphics is neither taught nor suggested in Dymetman. Moreover, Dymetman does not suggest a system that is capable of providing simultaneous printing in this way. Accordingly, it is submitted that the present invention, as claimed in claims 1 and 9, is not obvious from the disclosure of Dymetman.

Furthermore, Markowitz does not teach or suggest a method or system for simultaneously printing interactive coded data with standard text/graphics. It appears that Markowitz has been cited merely because it discloses placing advertising material in the "white" spaces of facsimile transmitted documents. The disclosure of Markowitz does not appear to be relevant to the Applicant's submissions on obviousness. Accordingly, it is submitted that the present invention is not obvious from Dymetman, either alone or in combination with Markowitz.

#### **OTHER MATTERS**

Pages 1 and 2 of the specification have been amended to update the list of co-pending applications with USPTO application serial numbers and grant numbers.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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